



2010 MEDIA INFORMATION

The Internet Home of the PRCA and the Wrangler National Finals Rodeo

Since December 2008, www.ProRodeoLive.com has produced an unprecedented level of live rodeo coverage, including the 2008 and 2009 Wrangler National Finals Rodeo and over 35 rodeo performances: all on-line and live in 2009. These broadcasts showcased some of the most recognized venues and athletes in the sport of professional rodeo.

THE RODEO PROFILES RADIO PROGRAM: Rodeo Profiles is a syndicated radio program, we produce a total of twelve shows a week, six national programs and five northwest centered regional programs. We also produce one show a week the Las Vegas radio program, the Rodeo Round Up. These shows are currently heard on a growing network of about 35 radio stations in Oregon, Washington, Idaho, Texas, Oklahoma, Wyoming, South Dakota, New Mexico, and Nevada. Our goal is to grow that network into more than 100 radio stations on a regular basis.

THE WRANGLER NATIONAL FINALS RODEO: ProRodeoLive.com covers all ten nights of WNFR live. 18 radio stations carried our entire broadcast live, more than 100 radio stations carried a series of updates and reports we produced live from Las Vegas during the WNFR in 2008. Our Daily Unique Visitor count on our website for the ten nights of the 2008 WNFR was more than 40,000.

EXCLUSIVE LIVE RODEO COVERAGE: We were the only source this year for immediate coverage of award winning rodeos like the San Antonio Stock Show and the Cheyenne Frontier Days. These events are bringing 12,000 - 20,000 hits per broadcast to our websites.

Our broadcasts have attracted more than 60,000 hits alone during our rodeos to our website.

Our mission is to grow our radio and internet audience and to provide a low-cost marketing option for our advertisers. We are tapping into a growing segment of the annual audience of more than 25 million fans who attend PRCA sanctioned rodeos each year, and provide the only source for fully live coverage of the Wrangler National Finals Rodeo. In addition, all of our live broadcasts are available in our archives and are still attracting listeners today.

If you have a booth at **Cowboy Christmas** during the WNFR, make sure to let us know! As a ProRodeoLive.com advertiser, we'll print up an informational flyer about the Marketplace page that you can hand out at your booth and that will be included in the welcome packets for attendees at the PRCA's National Convention.

There is no charge for graphic design for our web advertising or producing the :30 radio commercials for our broadcasts. All that we need to build your ad is a logo, a website address, a brief description of your business, and any kind of special offer you would like to make. We encourage you to make a good offer that will get your customers interested in buying your product.

<p>MARKETPLACE ADVERTISER</p> <p>\$600 for 12 months (a great value at \$50/month)</p>	<p>You will receive:</p> <ul style="list-style-type: none"> • An ad featuring your business logo, a link to your website, and a special offer if you choose to make one that will run for 12 months. That offer and ad can be changed quarterly. • We will promote the Marketplace on our websites, in our Rodeo Profiles Radio programs, and during our live rodeo broadcasts. • The Marketplace will be prominently linked on ProRodeoLive.com
<p>RODEO EVENT SPONSOR</p> <p>All broadcasts including the 2010 WNFR - \$2,000</p> <p>Regular season rodeos and tour finals without the 2010 WNFR - \$1,500</p> <p>2010 WNFR only - \$1,500</p>	<p>You will receive:</p> <ul style="list-style-type: none"> • An open and close to your specific event each night of the events we cover (for example – “Tonight's bareback riding is presented by . . .” • A live commercial announcement detailing your products, services and event during your specific event each rodeo. • A minimum of 1 :30 recorded commercial during each performance. • Web links and the opportunity to make specific offers to potential customers as a way to move your product, highlight your retail outlets, and drive customers to your website.
<p>ALL-AROUND SPONSOR</p> <p>All broadcasts including the 2010 WNFR - \$5,000</p> <p>Regular season rodeos and tour finals without the 2010 WNFR - \$3,000</p> <p>2010 WNFR only - \$3,500</p>	<p>You will receive:</p> <ul style="list-style-type: none"> • A minimum of 3 :30 commercials in each night's broadcast • An Opening and Closing Message during each rodeo broadcast • An equal rotation in Pro Rodeo Live's Pre-WNFR programming. • Web links and the opportunity to make specific offers to potential customers as a way to move your product, highlight your retail outlets, and drive customers to your website. • You will also receive commercial advertising rotating on www.ProRodeoLive.com and in the programming offered on the www.rodeoprofiles.com website and radio programs for one year from the beginning of this agreement.
<p>PRO RODEO LIVE PARTNER</p> <p>All broadcasts including the 2010 WNFR - \$15,000</p>	<p>You will receive:</p> <ul style="list-style-type: none"> • The All-Around Sponsor package (see above) • Co-Sponsor two rodeo events (ex: barrel racing and bull riding) • Host 1/3 of our broadcasts (“The San Antonio Rodeo is hosted by . . .”) and opportunity to participate in the live broadcast in person • Headline placement on www.ProRodeoLive.com homepage as well as the Pro Rodeo Live weekly newsletter • Static banner ad on our linked pages (Marketplace, Archives, etc) • Equal partnership in any ad trades that ProRodeo Live negotiates with other media (ad trades in magazines, etc)

For more information, please contact our advertising reps:

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